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PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

I. BENTOLILA et al.

Serial No.: 10/043,714

Filed: January 9, 2002

For : SYSTEM, METHOD, AND
SOFTWARE APPLICATION FOR
TARGETED ADVERTISING VIA
BEHAVIORAL MODEL CLUSTERING,
AND PREFERENCE PROGRAMMING
BASED ON BEHAVIORAL MODEL
CLUSTER

Examiner: Nguyen Ba, Hoang Vu A.

Group Art Unit: 2623

Irvine, California 92612

PETITION FOR ONE MONTH EXTENSION OF TIME

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

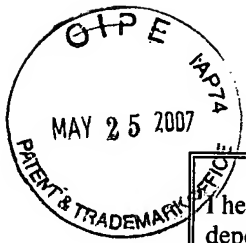
Applicant requests a one-month extension of time from April 26, 2007 to May 26, 2007 to respond to the final Office Action dated January 26, 2007.

A check is enclosed to cover the fee for such an extension of time. Please charge any additional fees or credit any overpayment to our deposit account No. 01-1960. One copy of this letter is enclosed for such purpose.

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Appln. No. 10/043,714

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: MS AF, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on May 23, 2007.

By: Sarah A. Nielsen

Sarah A. Nielsen

Signature

Respectfully Submitted,

[Signature]
Kenneth L. Sherman

Registration No. 33,783

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5/23/07
(Date)